

## CLAIMS

1. A purchasing system for Internet merchandise or media, comprising:

customer access point at a retail point of sale establishment;

said establishment acts as seller through an in-person transaction with said customer;

means for customer, seller, said establishment, or any other party to provide the specific URL information that is the location of Internet merchandise or content desired by the customer;

means for predetermining such URL that consists of a predetermined Internet Transaction;

means of accepting payment whether it be cash or credit;

means of conducting purchase of Internet merchandise on behalf of said customer including entering payment from said establishment as an intermediate purchaser or other means of distribution to said establishment,

means of storing, retrieving, or shipping of said Internet merchandise;

means of transfer of ownership of said Internet merchandise by access privileges given to said customer.

2. Method of claim 1 for providing a level of security in predetermining an Internet Transaction and access privileges for prepaid media content over a public computer network (Internet) using a computer, comprising;

media Content on a public computer network (Internet),

creating or procuring a card, computer diskette, or other means of record;

writing, inscribing, programming, or otherwise placing access information on the card, computer diskette, or other means of record without requiring access to a public computer network (Internet) during the recording process whether or not access is actually made;

using said card, computer diskette, or other means of record as a location for stored information, purchasing or other transfer of ownership of said card, diskette, or other means of record through a retail transaction (non-virtual point of sale) without requiring access to a public computer network (Internet) during said transfer whether or not access is actually made;

said retail transaction whether or not payment consideration is exchanged, i.e. said transaction that may include free samples;

physically transporting said card, diskette, or other means of record to a computer or other receiving device for a public computer network (Internet);

using the card, diskette, or other means of record to retrieve said stored information;

using said stored access information for obtaining media content from a public computer network (Internet).

3. Method of providing a level of security in claim 1 means of transfer of ownership for prepaid media content over a public computer network (Internet) using a computer which individually encodes license, serial number, or other identifying mark through content fingerprinting, comprising:

first a visible, audible, or otherwise humanly detectable label version of serial number, coded license number, or other identifying mark;

a second label that is only machine visible, audible, or otherwise detectable version of serial number, coded license number, or other identifying mark;

said machine only visible, audible or otherwise noticeable label consists of a coded message capable of singularly distinguishing the content from other content of the same or similar type;

means of recording, writing, or otherwise distinguishing said machine visible or audible code on said Internet media content for content fingerprinting purposes.

4. Method of providing a level of security in claim 1 means of transfer of ownership for prepaid media content over a public computer network (Internet) using a computer, comprising; individually coded license, serial number, or other identifying mark through content fingerprinting that uses a code visible or audible otherwise noticeable only by a machine on the said first mark that is a first private key of a first public/private key pair to indicate that said merchandise is authentic and said second label is a second private key of a second private/public key pair used to authenticate the delivery of said merchandise.

5. A method transfer of ownership of Internet media of claim 1 by anonymous download (retrieval) of media content over a public network (Internet), comprising; placing a small amount of programming code (application) on a card, computer diskette, or other means of record;

writing said small amount of programming code (application) to perform the function of adjusting the security settings of a computer or other receiving device for a public computer network (Internet) including, capturing current Web browsing cache content status (temporary storage capability including memory and disk cache),

capturing a computer's current operating system recent document content status,

temporarily turning off cache capability for web browsers,

temporarily turning off cookies (ability for remote computers to store information),

temporarily turning off web delivered applet capabilities (e.g. JAVA, CGI, ASP),

returning cache content status, operating system recent document status, cache capability

settings, cookie enabling settings, or other settings changed by application to original

state before application was run on said computer;

retrieving preconditioned content identifiable media over a public computer network (Internet) during such instance that said application (above) has adjusted the said security settings of said computer.

6. Apparatus of Claim 1 for customer access point comprising a store, kiosk, or other customer access point with a computer with or without Internet access that includes a digital storage device such as hard drive, music or other media content in digital form on said hard drive, a recording device such as but not limited to CD Bumer, DVD Bumer, VHS TAPE Recorder, Cassette tape recorder.

7. Apparatus of Claim 1 for customer access point comprising; a store, kiosk, or other customer access point with a computer with or without Internet access that includes a printer to provide means for transfer of ownership of claim 1 of said Internet content by providing said access information of claim 1 by means of a ticket, card, paper, or other recorded media of said access information.

8. Means of claim 1 for said establishment to store, ship, or retrieve said Internet media might be performed by said customer, said establishment, original seller of the merchandise, or other potential party not mentioned.

9. A method transfer of ownership of Internet media of claim 1 by recording such media on a recording device such as but not limited to a CD burner, DVD burner, VHS TAPE recorder, or cassette tape recorder by said customer at the location of said retail establishment, or other location of choice.

10. A method transfer of ownership of Internet media of claim 1 by recording the URL information and a specific access code to the URL onto portable device capable of storing said information.

11. Means for audio, video, text or other content media recording that includes the ability to dub, loop, mix, otherwise detect or add signals existing in content to individually identify and catalog a recording which:

said signals are outside of the frequency range for human discernment,

said signals are for the purpose individually identifying the origin of the recording,

said signals are a code such as binary, morse, or other signal device,

said signals are looped, dubbed, mixed, digitally added or otherwise detected or added to the sound or video stream,

said signals are individualized when added to multiple recordings of content that create

technically different recordings which are essentially identical to the human perception.

12. Product of audio and/or video recording of claim 11 which is used to catalog, determine licensing, or serial number identification of materials communicated over a public computer network (Internet).

13. Means for providing a user identifier to identify one or more recipients of Internet media content (content fingerprinting) comprising the steps of:

creating or detecting a label, version number, serial number, coded license number, or other identifying mark;

converting the label, version number, serial number, coded license number, or other identifying mark to machine only visible/audible detectable version of serial number, coded license number, or other identifying mark;

dubbing, looping, writing, programming, placing or otherwise detecting said machine only visible/audible code on previously existing media content;

cataloging, indexing, databasing, or other means of creating a sequential record of said label;

said machine visible label consists of a coded message capable of singularly distinguishing the content from other content of the same or similar type;

said machine visible coded message is binary, Morse, or other discernable code form;

means of recording, writing, or otherwise placing said machine only visible/audible code on said Internet media content;

means of reading said machine only visible/audible code on said Internet media content to divine its serial number or other identifying information.